

#### **ETHNIC MEDIA PROGRAM**

The Office of Immigrant and Refugee Affairs (OIRA) recognizes that ethnic media provides essential services for immigrant and refugee communities, and thus the City strives to ensure equitable access for ethnic media to press events, ad buy opportunities, and communicating with key City staff. The City of Seattle also believes that effective outreach to immigrant and refugee communities must include an ethnic media component, including earned media and/or ad buys.

# Office of Immigrant and Refugee Affairs

#### **About Us**

Our mission is to improve the lives of Seattle's immigrant and refugee families.

We work to strengthen immigrant and refugee communities by engaging them in decisions about the City of Seattle's future, and improving the City's programs and services to meet the needs of all constituents.

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# To Be Added to the Ethnic Media Program List

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#### Rationale

Immigrants and refugees in Seattle, especially first-generation residents, rarely consume English-language mainstream news sources. Rather, they mostly access news that is in-language, that includes stories from their local community, and that covers current events from their country of origin. For the City of Seattle, effectively reaching these communities means both making sure in-language articles and culturally appropriate ads about City departments, programs, and updates appear in ethnic media.

### **Ethnic Media Program List**

OIRA regularly tracks ethnic media outlets serving Seattle area immigrant and refugee communities. OIRA's Ethnic Media Specialist meets in-person with representatives of each outlet, ensuring a comprehensive and current database of newspapers, television networks, radio stations, and news websites.

# **Ethnic Media Program Support**

Most ethnic media outlets in Seattle are small news operations. Many are family businesses with small budgets. Most periodicals are weeklies and most television and radio programming are produced in small studios. This is why the City of Seattle ensures equitable access to ethnic media by sending specific translated press releases. In addition, the City encourages ethnic media outlets to apply for funding when available.

## **Ethnic Media Program Toolkit**

OIRA is in the process of creating an Ethnic Media Program Toolkit. This document will provide protocols and access to the Ethnic Media Program List. This way, public information officers for City departments and program managers can use the toolkit to quickly and easily maximize their ethnic media ad budgets and strategize on how they will work with ethnic media editorial and advertising staff.

#### **Ethnic Media Roundtables**

Every quarter, OIRA works with Mayor Ed Murray in organizing an ethnic media roundtable. Ethnic media reporters and journalists are invited to these intimate events where they can ask the Mayor any question, whether about immigrant and refugee communities or the community atlarge, about the City of Seattle. These events are also opportunities for the Mayor to familiarize himself with the journalists serving ethnic communities.

#### **Ethnic Media Specialist**

City departments know providing equitable outreach to immigrant and refugee communities requires an ethnic media component. OIRA's Ethnic Media Specialist provides essential technical assistance to departments to help them determine their ethnic media ad buy budgets and how to go about pitching articles for an earned media strategy.